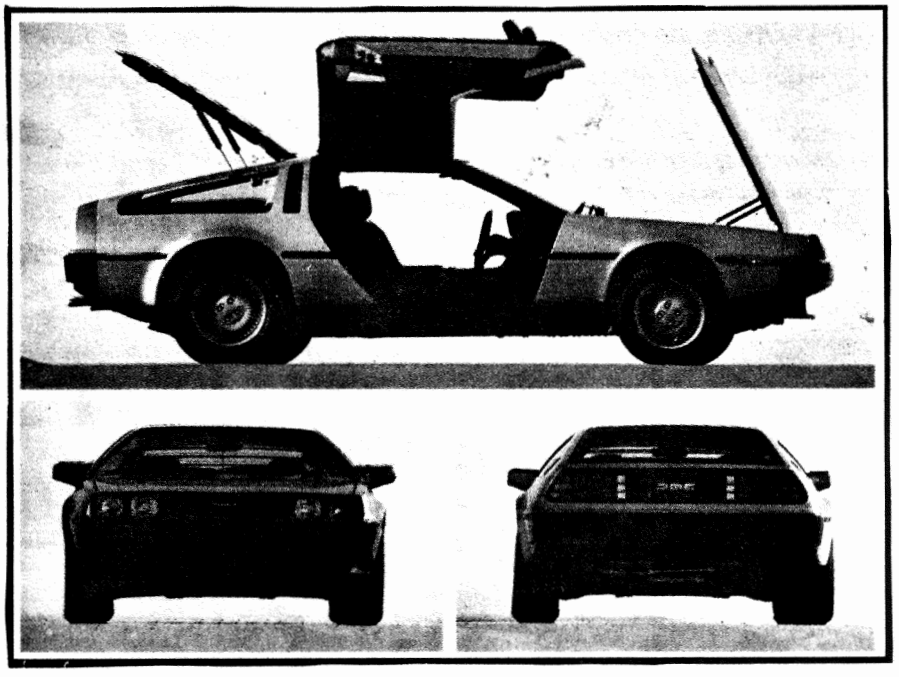
THE DMC NEWSLETTER
DE LOREAN CLUB INTERNATIONAL

Vol. 1 No. 2 March/April 1981



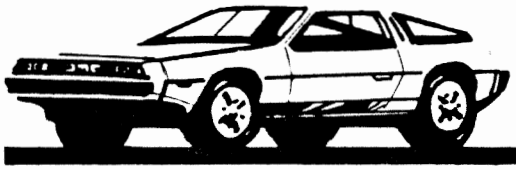
DE LOREAN UPDATE

The first major consignment of the De Lorean sports car left the Northern Ireland factory recently and set sail for the United States, where a reception line of anxious buyers awaits.

The $10 million shipment of approximately 400 cars is expected to arrive on the West Coast and enter the marketplace by the end of May.

Shipments will follow regularly at two-week intervals, while production output is expected to increase from the current 20 cars a day to 80 by the end of 1981.

The company has already sold its projected production for the first two years, an estimated 30,000 cars, to a network of 350 U.S. dealers.



PUBLISHER'S COMMENTS

The DMC will soon be here, and we have no question as to its success on the American market. It will be the first semi-mass produced, exotic (but practical) car since the BMW. Because of the interest generated, both in the press and in order sales, the need for an information network is becoming apparent. We present the DeLorean Club International and the DMC Newsletter to fill this need and provide a clearing house for owners, dealers and enthusiasts.

We feature all current events pertaining to the DMC, as well as products and services, accessories, social events, and a direct line to dealers and other owners. Best of all, our bi-monthly publication will keep you well-informed on all the critical news concerning the DMC. Yearly dues are $25.00; brochures are $3.00. Credit Cards accepted. Write: D.C.I.,

Sincerely,
Francis G. Mandarano
Publisher

....Dealer Locations.... Dealer Locations.... Dealer Locations

The DeLorean Motor Company has released their official dealer locations – with dealers in every state but Alaska. Drop us a line if you would like the locations in your area and we will send you a complimentary copy.

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the
DMC
Newsletter

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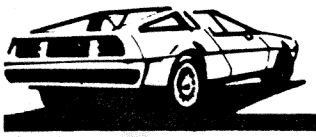
DE LOREAN CLUB INTERNATIONAL

it's time to join

Your $25 annual membership dues bring you:

- Our bi-monthly newsletter – with current events, letters, photos, classifieds.
- Communication with other owners and dealers.
- Social events and showings.
- Membership card.

D.C.I., P.O. Box 93, Mercer Island, Washington 98040, USA



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SPECS:

ENGINE

Configuration: V6
Bore and stroke: 91 x 73mm, 3.58 x 2.87 in.
Displacement: 2.85 liters, 174 cu. in.
Compression ratio: 8.8:1
Maximum power (SAE net): 130 hp @ 5,500 rpm
Maximum torque (SAE net): 162 ft.-lbs. @ 2,750 rpm

SUSPENSION

Front: Independent; parallel, unequal-length upper and lower control arms; coil springs with coaxial shock absorbers; anti-roll bar.
Rear: Independent; trailing arms with upper and lower unequal-length, parallel, transverse control arms; coil springs with coaxial shock absorbers.

WHEELS AND TIRES

Wheels, front/rear: Cast light-alloy 6 x 14 in. / 8 x 15 in.
Tires, front/rear: Goodyear NCT steel-belted radial, 195/60 HR-14; 235/60 HR-15.

DIMENSIONS AND WEIGHT

Wheel base: 94.8 in.
Front track: 62.6 in.
Rear track: 62.5 in.
Curb weight: 2,712 lbs.
Fuel-tank capacity: 13.5 gal.

BODY

Two seats, two gull-wing doors, stainless-steel skin over glass-reinforced plastic.

STANDARD FEATURES

Stainless-steel body panels; counterbalanced gull-wing doors with cryogerically preset stainless-steel torsion bars; leather seats; airconditioning; multispeaker, high-output stereo system; power windows; adjustable steering wheel; electrically operated door mirrors; full instrumentation; centralized door-locking system; tinted glass.

PRICE

$25,000 (estimated)

INTRODUCING:

No drawing-board automobile has generated quite as much excitement as has the DeLorean Motor Company's *DeLorean* (de-LOR-ee-an) sports coupe. Its prototype appearance in showings over the past six years has brought rave reviews and a sense of heightened anticipation from buyers, dealers and sports car enthusiasts in general.

A chest-high 46" and a lightweight 2,200 lb., the DeLorean has been called by *Road & Track* editor John Lamm as one of the best-looking cars he's seen. Pirelli P7 radials in front and super-wide 8x16s in the rear (biased in size rather than pressure to handle the difference in weight front to rear) give it balanced transitional handling rather than race car cornering.

The engine was borrowed from the Renault 30 after careful analysis of durability. This eliminates the necessity of designing a system to transmit power from the engine to the wheels and gives them the emission control rating the Renault has already established. An expensive engine, it is unmatched by warranty records anywhere, but is largely responsible for the estimated market price of $25,000. On the plus side, the company's recent EPA testing gives it 23 mpg in the city and 32 mpg on the highway.

Originally intended to be on the market by 1978, their factory in Northern Ireland is now in top gear, and expect the car to be in the hands of their 350 U.S. dealers this year. Although the financial dealings were frustrating for DeLorean, he is very satisfied with the arrangement and subsidizing by the government. With his 2,000 employees on the outskirts of Belfast, they expect to hold close to the first year production quota of 20,000 cars. In a testimony to the fine reviews received in two product showings in the States, nearly half of those have been sold. Perhaps he has received alot of mileage out of the publicity stirred by one half-million dollar backer, Tonight Show host Johnny Carson.

But in truth, it is not the celebrity following, it is this most beautiful car. Admirers find it an overdue change of pace from imitations of Japanese imports and boxes of recent years. The DeLorean originality and foresight looks to the heart of the car owner's ultimate quest -- a finely crafted, top quality vehicle.

John Z. DeLorean

He has been featured in top magazines alongside his fashion model wife, has created a strong financial backing that includes well-known celebrities, and otherwise moves in circles not commonly reserved for auto engineers. But John Z. DeLorean is *not* common and definitely has a penchant for the unorthodox. After swinging a wrench at the GM tower upon his resignation (*On A Clear Day You Can See General Motors* is now in paperback), he set out to disprove the theory that new car companies cannot be built by any individuals. But then, he's not just *any* individual.

One reason his DMC sport coupe is a predicted winner is due to his strong dealer networking, already established in the States. This is a carry over from his days at GM, when he would travel from state to state to personally interview dealers, who knew best the ins and outs of a car.

The DeLorean Motor Company is built on the precept that integrity speaks. Says DeLorean in a recent interview at his New York headquarters, "The American public is an incredible judge of quality and value. Build a good product and people will knock your walls down to get it."

Giorgetto Giugiaro

And then it came time to choose a designer. Giorgetto Giugiaro won, hands down. Says Bill Collins, DMC's Chief Engineer, "We decided we liked Giugiaro best, and we turned him loose with the basic package in March 1975... The relationship with him was great." It's not surprising, for Giugiaro is Italy's modern-day Michelangelo of auto design, having given the industry bywords like *aerodynamics* and *total concept.* His design concept is trademarked by flat sheet metal sections and straight contour lines meeting with elegance at sharp edges. He brings aesthetics to the contemporary car on the highways of the world: the VW Dasher and Scirocco, the Lotus Esprit, and those connoisseur's gems called Maserati (the Merak, Bora, Ghibli, Quattroporte). His Ital Design is the *Prima Casa* in the Italian mecca of car design.

He shares DeLorean's critical eye regarding the failures of Detroit. "The U.S. companies make the mistake of thinking strictly commercially," says Giugiaro. "They don't try to bring new ideas to the public, only to follow the public's tastes as already demonstrated." Both men are dedicated to the rarely maintained high standards, insisting that where quality reigns, consumer interest will follow.

DE LOREAN SNOWMOBILE?

ALL-TERRAIN VEHICLE PRE-DATES THE SPORTS COUPE

LOGAN, Utah (AP) – John De Lorean's new stainless-steel sports cars are rolling off assembly lines in Northern Ireland, but his other vehicles have long been a fixture at ski areas around the world.

Though not as glamorous as the $25,000, low-slung sports cars, De Lorean soft track, all-terrain vehicles can be found scooting over the slopes to groom ski runs at such playgrounds as Sun Valley, Idaho; St. Moritz, Switzerland; and Grenoble, France.

The 240 employees of De Lorean Manufacturing Co.'s Logan Division make between 300 and 600 soft-track vehicles every year for shipment throughout the United States, Canada, Europe, Japan and South America, says Gordon J. Hine, vice president for marketing.

"We pretty well dominate the snow-grooming portion of the industry," Hine says. "We have 80 percent of the North American market and probably 40 percent of the European market. I doubt there's a ski area in the United States that doesn't have one of our vehicles.

Hine says the firm's 1980 sales totaled about $15 million, with about a third of that coming from overseas. The De Lorean soft-track vehicles also are used by the U.S. military, utility companies and ranchers. Scientists use them for exploration and geophysical work in Alaska and at the North Pole and South Pole.

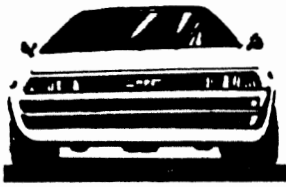
"Anywhere that it's difficult for a wheeled vehicle to go, we go very well," Hine says. "Our vehicles perform well in snow, sand and marshes."

The company makes four types of soft-track vehicles, or De Loreans, ranging in price from $30,000 to $90,000.

The vehicles have heavy-duty polyester tracks, a low center of gravity and an average ground pressure of eight-tenths of a pound per square inch. A normal vehicle has a ground pressure of about 10 to 15 pounds per square inch, Hine says.

The low pressure allows the De Loreans to ride over soft surfaces without sinking and to scale steep slopes without stalling.

Two other firms compete with De Loreans in the U.S. market. One of the rivals, Kasbohrer of West Germany, has opened a plant at Gray, Maine. Tucker Snow-Cat Corp. of Oregon also makes the vehicles, Hine says.

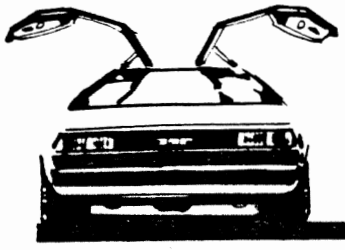


LETTERS

The interest shown by the media in recent weeks over the anticipated arrival of the DeLorean (cover stories in *Car and Driver, Motor Trend, Popular Mechanics*, etc.) has been reflected in the enthusiastic letters received here at DCI.

Many new members already have their DeLorean on order (bravo!), and anxiously await the dealer's receipt. One owner-to-be is Maureen L. King, of California, who writes, "I am a sports car enthusiast and find that a sparkling new breed is fascinating and very much needed." Bud Sokolick, Jr. likes the idea of the gullwing doors. "I owned a Bricklin and had many problems. I'm looking forward to a well-produced production car."

All letters received that are signed and addressed will be considered for publication.



CONTRIBUTING EDITORS

Articles submitted will be carefully considered for publication. Please enclose a SASE for return of manuscripts or photos: payment by sample issue only.

TECH TIPS

Featuring current stories on the car, the factory and the people.

CLASSIFIEDS

Includes cars wanted and for sale, parts wanted and for sale, etc.